

Message Text

UNCLASSIFIED

PAGE 01 STATE 043128

12

ORIGIN COME-00

INFO OCT-01 NEA-09 ISO-00 EB-07 USIA-15 /032 R

DRAFTED BY COM/BIC/CAGNE/LLJENSEN:SIA

APPROVED BY EB/OCA/REP/BEBYRON

COM/BIC/CAGNE/PBHALE

COM/OIM/SAD/JMURRIN

NEA/RA/HMONTGOMRY (INFO)

STATE/NEA/AFN/WWEISMOGEL (PHONE)

NEA/RA/H ONTGO RY (INFO)

- -

----- 059230

R 261555Z FEB 75

FM SECSTATE WASHDC

TO AMEMBASSY ALGIERS

UNCLAS STATE 043128

E.O. 11652: N/A

TAGS: BEXP, AG

SUBJ: 1975 ALGIERS INTERNATIONAL FAIR

REF: ALGIERS 139

1. REGRET DELAYED RESPONSE TO REFTEL

2. DESPITE INITIAL COMMERCE SUGGESTION OF CATALOG SHOW/
BUSINESS INFORMATION OFFICE DURING AMBASSADOR'S DECEMBER
CONSULTATIONS, COMMERCE AT THIS TIME CANNOT PROCEED WITH
THIS LEVEL OF PARTICIPATION IN FAIR BECAUSE OF BELOW-LISTED
REASONS:

A. COMMERCE IS UNDERGOING SIZEABLE TRADE PROMOTION
BUDGET CUTS AND CATALOG SHOWS/BIOS ARE NOT RECEIVING
PRIORITY ATTENTION FROM REMAINING BUDGET. AT LEAST ONE
NORTH AFRICAN TECHNICAL SEMINAR, IN BUSINESS EQUIPMENT/

COMPUTERS, HAS ALSO BEEN DELETED FROM FY 1976 BUDGET AS
HAVE OTHER EVENTS ELSEWHERE. WE DO NOT HAVE BUDGET FOR
ANY PARTICIPATION IN ALGIERS FAIR.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 043128

B. IF WE SPONSORED CATALOG SHOW, WE WOULD HAVE TO LIMIT IT TO ONE THEME BECAUSE OF NORMAL BUDGET LIMITATIONS WITH REGARD TO INDUSTRY EXPORTS AND IT MUST BE RECRUITABLE FROM INDUSTRY. COMPUTERS/BUSINESS EQUIPMENT THEME, SUGGESTED IN HIGGINSON/JENSEN TELCON, HAS NOT PRODUCED

ELSEWHERE ENOUGH COMPANY PARTICIPANTS TO PAY FOR CATALOG SHOW. THEMES SUCCESSFULLY PROMOTED ELSEWHERE HAVE INCLUDED FPP, BIOMEDICAL, MACHINE TOOLS, INDUSTRIAL/SCIENTIFIC EQUIPMENT.

C. FROM THREE CATALOG SHOWS IN CASABLANCA AND ONE IN TUNIS WE HAVE SEEN THAT ENGLISH-LANGUAGE CATALOGS PREDOMINATE ALMOST EXCLUSIVELY DESPITE SPECIFIC REQUESTS THAT COMPANIES SEND FRENCH-LANGUAGE LITERATURE. BELIEVE UTILITY OF ENGLISH LITERATURE IN ALGIERS SHOW IS QUESTIONABLE.

D. AT BEST CATALOG SHOW/BIO WOULD COMPARE WITH AMCONSUL SPONSORED BIO IN 1973 CASABLANCA FAIR. DESPITE STRONG INTEREST AND EFFORTS OF EMBASSY/CONSULATE STAFF TO PROMOTE A MINIMUM VISIBLE U.S. PRESENCE AT THAT FAIR, CONSULATE REPORTED THAT SHOW WAS NOT ENTHUSIASTICALLY RECEIVED BECAUSE OF ITS RELATIVE UNATTRACTIVENESS COMPARED TO OTHER FOREIGN PAVILIONS.

E. MOST COMPANIES PARTICIPATE IN CATALOG SHOWS TO TEST MARKET AND/OR ATTRACT LOCAL AGENTS. IN ALGIERS, WE QUESTION WORTH OF CATALOG SHOW TO ACHIEVE EITHER END, BASED ON GENERAL UNSUITABILITY OR UNAVAILABILITY OF AGENTS AND WHAT WE BELIEVE WOULD BE RELATIVE UNAPPEAL OF CATALOG SHOW EITHER TO STATE ENTERPRISE/MINISTERIAL AUDIENCE OR TO GENERAL FAIR VISITORS. KISSINGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE043128
Document Source: CORE
Document Unique ID: 00
Drafter: SIA
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750068-0952
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750210/aaaaaitq.tel
Line Count: 94
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 ALGIERS 139
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 22 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 MAY 2003 by SilvaL0>; APPROVED <06 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: 1975 ALGIERS INTERNATIONAL FAIR
TAGS: BEXP, AG
To: ALGIERS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006